

SONOCO

Lid Lasso™ Cap



Offers New Branding Opportunities

The Lid Lasso cap includes a printable heavy paper insert that provides space for the product name, marketing messages and promotional information. It can be printed on both the top and bottom to expand your branding opportunities.

Premium Placement in Old and New Places

The Lid Lasso cap can help secure premium placement in a variety of traditional retail venues as well as new locales.

- Convenience stores
- Drug stores
- Supermarkets
- Mass merchandise
- Non-food: home improvement, hardware, office supply
- Sandwich shops
- Theaters and concession stands
- Kiosks and fairs
- Stadium distribution

The Lid Lasso cap gives retailers a new handling and hanging option for rigid paper and plastic containers. The simple loop feature gives cans and plastic containers premium placement.

Growth in the single-serve snack market has exploded in recent years with many products such as cookies, crackers and confectionery moving to rigid containers that fit neatly into briefcases, gym bags, lunch boxes and the beverage holders of cars. The Lid Lasso cap can help get your snacks where consumers will 'grab and go.'

Adding the Lid Lasso cap to your rigid container is simple. Call Sonoco today and let's get started.

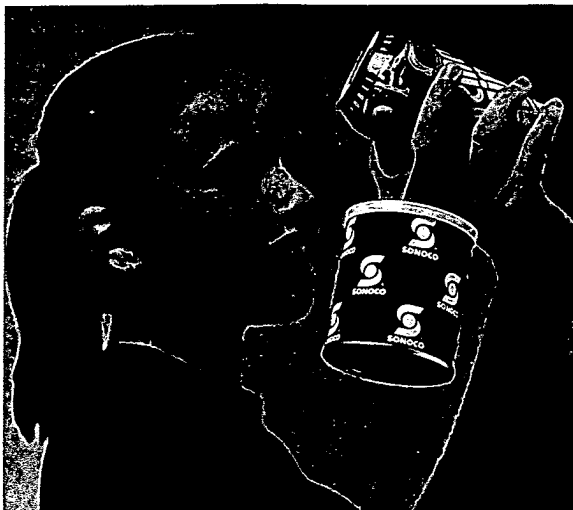
**Changing the way the World
Sees Packaging**

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Lid Lasso™ Cap



A new overcap option is lifting composite cans and plastic cups off the shelf. With Sonoco's exclusive Lid Lasso™ cap, products once relegated to shelves or custom point-of-purchase displays (P-O-P) can now take advantage of premium placements on existing rack systems. This unique cap design is convenient and fun for consumers, a new display solution for retailers, and an easy-to-implement opportunity to deliver value and grow your business.

A New Way to Merchandise

The Lid Lasso cap is a handling and hanging option that includes an integrated loop. Like a traditional overcap, it snaps in place on the top of the package and provides the reclose feature consumers prefer. But instead of being limited to display on shelves or P-O-P, products in rigid packaging have new display options at point of sale and on the aisle in existing rack systems.

Benefits for Consumers

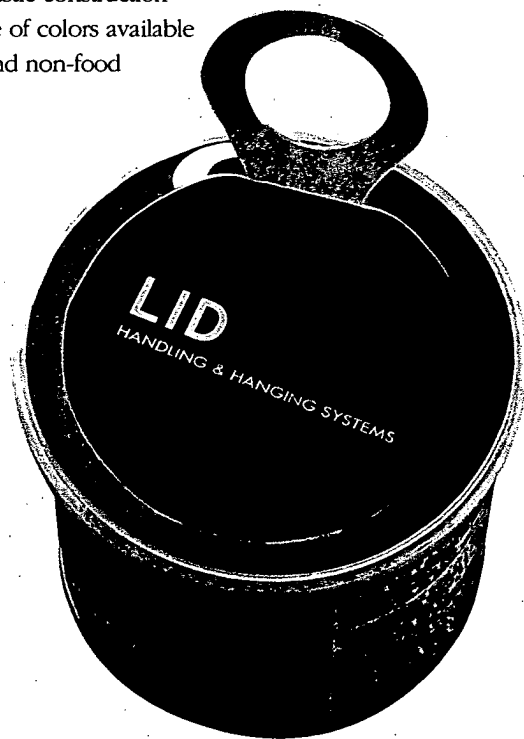
- More convenient consumer buying and handling
- One-hand snacking convenience for on-the-go consumers
- Added play value for children

Benefits for Retailers

- Increased visibility
- Opportunity for impulse purchases
- Side-by-side presentation with bagged products
- Uses existing display systems
- Eliminates need for costly point-of-purchase displays
- Access to new markets
- Leverage consumer-preferred features of rigid packaging (reclose, portability, product protection) with new convenience

Lid Lasso Cap at a Glance

- Applicable for rigid paper and plastic containers
- Diameters from 2 inches to 3.5 inches
- Custom designs for 5 inch and 6 inch diameters
- Flexible plastic construction
- Wide range of colors available
- For food and non-food products



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